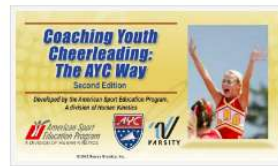


New football coaches in 2020 take the introductory online course *Coaching Youth Football: The AYF Way 3E* for initial certification.



New cheer coaches in 2020 take the introductory online course *Coaching Youth Cheerleading: The AYC Way 2E* for initial certification.

AYF/AYC online course discounts		
No. of courses	Discount	Discount code
1-24 courses	N/A	N/A
25-49 courses	5% discount	AYF25
50-99 courses	10% discount	AYF50
100-499 courses	20% discount	AYF100
500+ courses	30% discount	AYF500

For more information on bulk purchasing and discounts, contact:

Mark Allemand
Marketing Manager
800-747-5698, ext. 2212
MarkA@hkusa.com

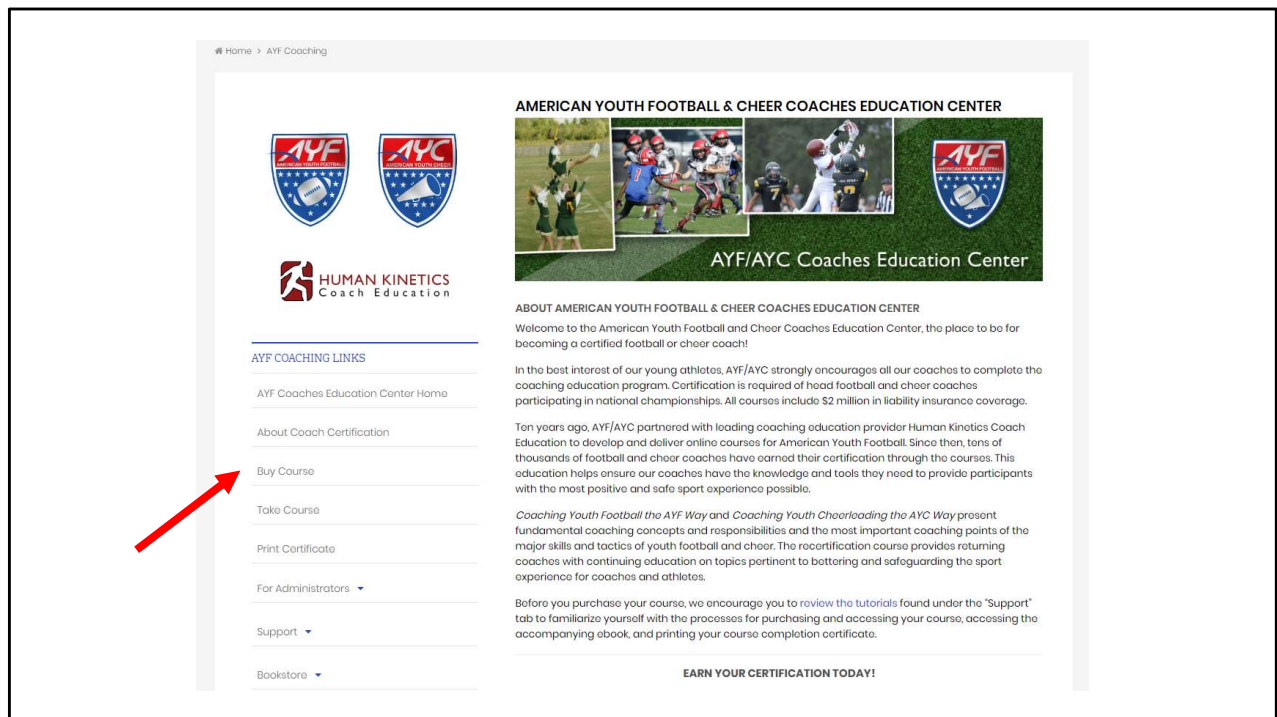
This tutorial provides instructions for purchasing American Youth Football/American Youth Cheerleading online courses in bulk.

Here is discount grid for AYF/AYC online coaching courses.



Bulk purchasing and discounts are NOT available
on the recertification course.




No bulk purchasing/discounts are available on the recertification course.



This tutorial provides instructions for purchasing American Youth Football/American Youth Cheerleading online courses in bulk.

From the home page, click the “Buy Course” tab from the left-hand menu.

Home > AYF Coaching > Buy Course

AYF COACHING LINKS

- AYF Coaches Education Center Home
- About Coach Certification
- Buy Course
- Take Course
- Print Certificate
- For Administrators
- Support


BUY COURSE

Thank you for being an American Youth Football and Cheer coach. Much time and effort are required to coach athletes and manage a team. Your commitment and dedication to coaching are greatly appreciated—by your participants, their parents, other coaches, your community, and the entire AYF/AYC organization. The influence you have on your players and squad members will be remembered for a lifetime. It's a responsibility not to be taken lightly.

With that in mind, **new football and cheer coaches in 2020** earn initial certification by purchasing and taking the introductory course for the sport coached. **Returning AYF and AYC coaches in 2020** continue their professional development and insurance coverage by purchasing and taking the recertification course. It's an investment that will provide dividends for seasons to come.


After purchasing your course, you will receive an order confirmation email and a follow-up email containing instructions and link for accessing your course.

For step-by-step instructions (including screen shots) on how to purchase your course, click [here](#).




New football coaches in 2020 take the introductory online course *Coaching Youth Football: The AYF Way 3E* for initial certification.

[Order Now](#)



New cheer coaches in 2020 take the introductory online course *Coaching Youth Cheerleading: The AYC Way 2E* for initial certification.

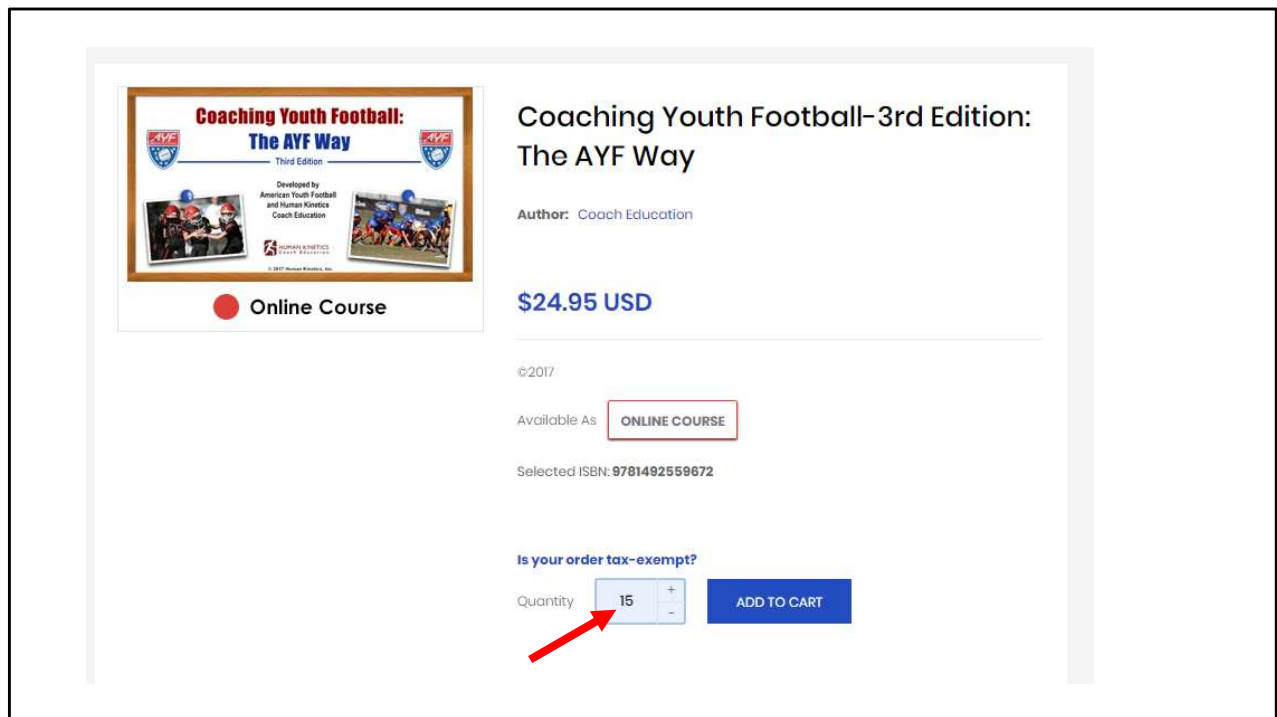
[Order Now](#)



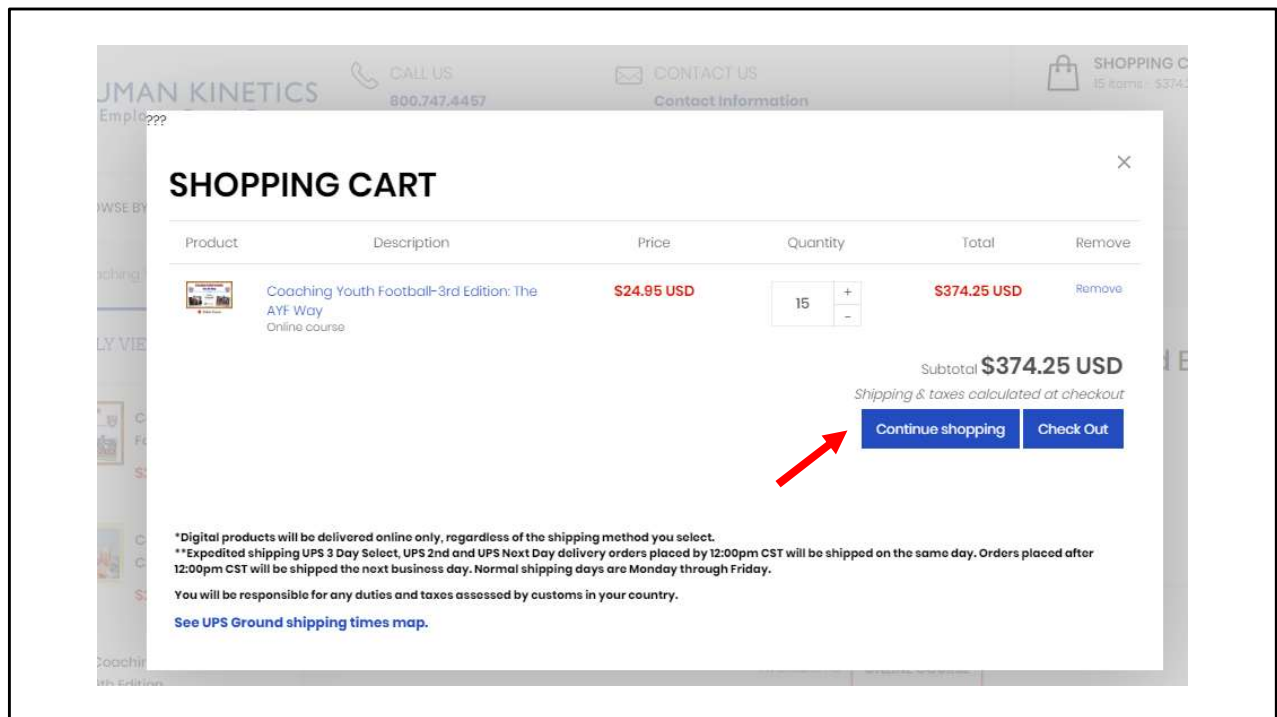
Returning football and cheer coaches in 2020 take the online course *AYF/AYC Recertification Course: Safety and Health 8E* to extend insurance coverage.

[Coming Soon](#)

From this screen, click the “Order Now” button for the course you want to purchase. Please note that bulk purchasing is not available for the recertification course.

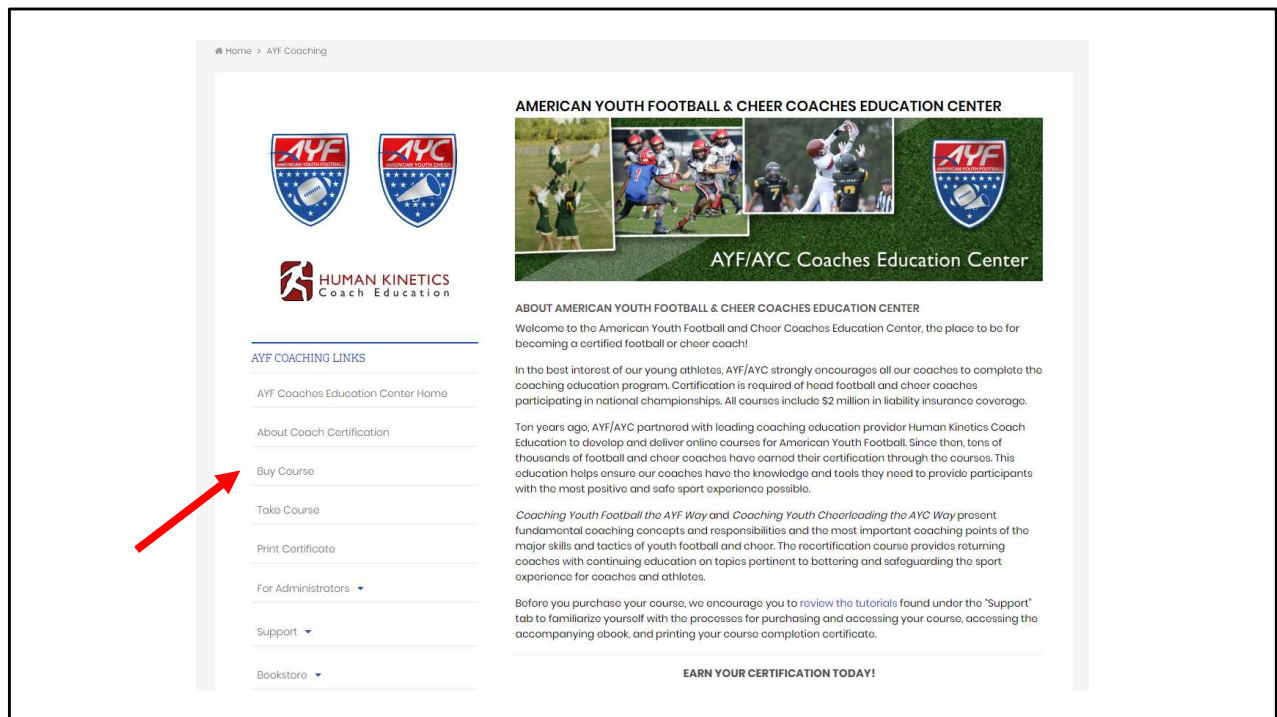


On this screen, adjust the quantity and click “Add to Cart” button.



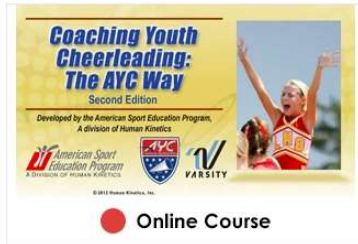
If you're done shopping, select "Check Out." Note that you see references to "shipping" during checkout. Be assured that nothing will be shipped to you and you won't be charged for shipping. Everything your coaches need to complete the online course is delivered electronically from within the course. There are no print materials that accompany the course.

If you are purchasing football and cheer introductory courses at the same time, click the "Continue shopping" button instead of "Check out."



Back at the home page. From here, select “Buy Course” from the left-hand menu.

tion: The AYC Way



Coaching Youth Cheerleading-2nd Edition: The AYC Way

Author: American Sport Education Program

\$24.95 USD

©2012

Available As **ONLINE COURSE**

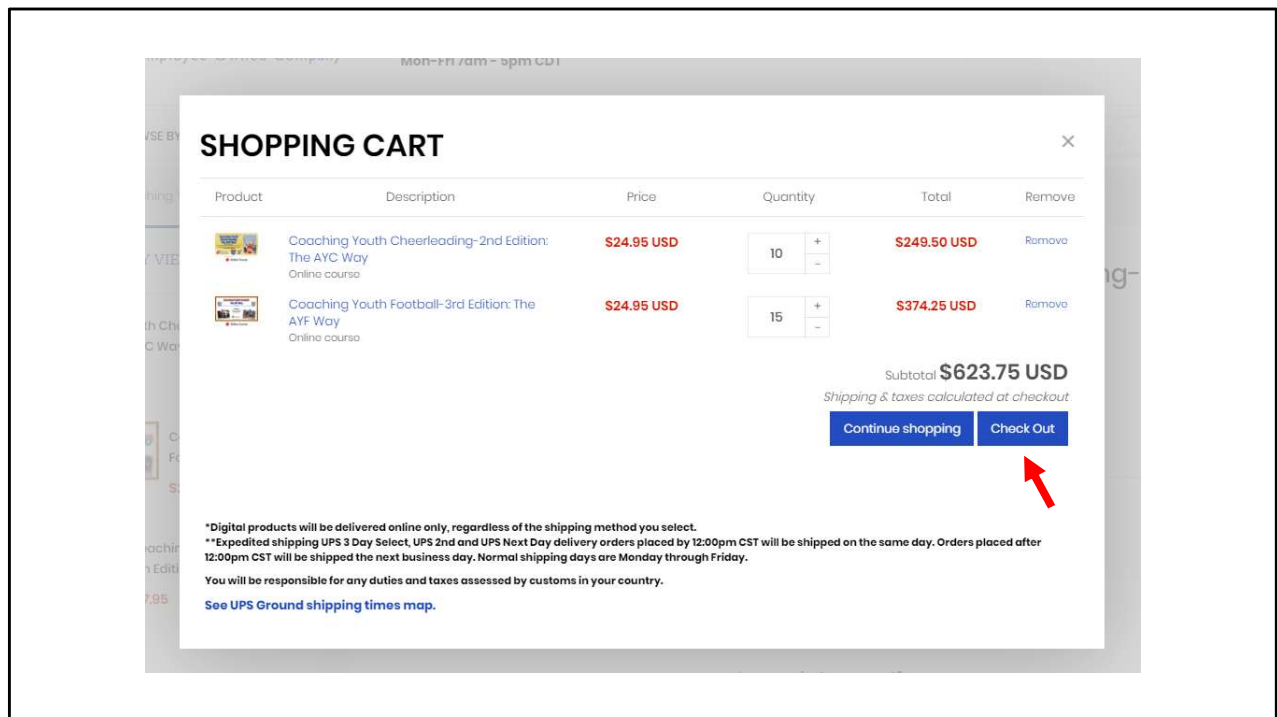
Selected ISBN: 9781450448246

Is your order tax-exempt?

Quantity

ADD TO CART

From this screen, adjust the quantity and click the “Add to Cart” button.



From this screen, make sure you have the correct quantities for the respective courses and click the “Check out” button.

The screenshot displays a user authentication interface with two main sections: 'LOGIN' and 'CREATE ACCOUNT'.

LOGIN Section:

- Header:** LOGIN
- Message:** WELCOME! IF THIS IS YOUR FIRST TIME PURCHASING ON OUR NEW WEBSITE, YOU MUST CREATE A NEW ACCOUNT. TO EASILY ACCESS DIGITAL PRODUCTS, PLEASE CREATE YOUR NEW ACCOUNT USING THE SAME LOGIN AND PASSWORD AS REGISTERED ON OUR LEGACY WEBSITE.
- Email Address:** A text input field with a placeholder 'Email Address'.
- Password:** A text input field with a placeholder 'Password'.
- Link:** [Forgot your password?](#)
- Button:** [Sign In](#)

CREATE ACCOUNT Section:

- Header:** CREATE ACCOUNT
- Text:** By creating an account on our website you will be able to shop faster, be up to date on an orders status, and keep track of the orders you have previously made.
- Button:** [Create an account](#)

A red arrow points from the 'Sign In' button in the 'LOGIN' section to the 'Create an account' button in the 'CREATE ACCOUNT' section.

For the purposes of this tutorial, we're assuming that you have never visited this site before. On this screen, select the "Create an account" button.

CREATE ACCOUNT

YOUR PERSONAL INFORMATION

First Name

Last Name

Email

Existing Human Kinetics customers should use the same email address that they use on the former website

Password

[← Return to Store](#)

[Create an account](#)

Enter your name (first and last), email address, and password. Select “Create and account” button to proceed.

CREATE ACCOUNT

YOUR PERSONAL INFORMATION

First Name

Timothy

Last Name

Andrew

Email


Existing Human Kinetics customers should use the same email address that they use on the former website

timothy.andrew65@yahoo.com

Password

Create an account

[← Return to Store](#)




Sample completed form. Click “Create an account” to move to the next screen.

BROWSE BY PRODUCT TYPE ▾ EDUCATIONAL RESOURCES ▾ CONTINUING EDUCATION ▾

To continue, let us know you're not a robot.

☒ I'm not a robot



reCAPTCHA
[Privacy](#) • [Terms](#)

Submit

On this screen, check the “I’m not a robot” box and click “Submit.”

The screenshot displays the Human Kinetics checkout interface. On the left, the 'Contact information' section shows the user 'Mark Allemand' with a 'Log out' link and an unchecked checkbox for 'Keep me up to date on news and exclusive offers'. Below this is the 'Billing address' section, which includes a dropdown for 'Saved addresses' (showing '1607 N Market St, Champaign IL 61820, United States (Mark Allemand)'), and input fields for 'First name' (Mark), 'Last name' (Allemand), 'Company (optional)', 'Address' (1607 N Market St), 'Apartment, suite, etc. (optional)', 'City' (Champaign), 'Country/Region' (United States), 'State' (Illinois), 'ZIP code' (61820), and 'Phone' ((217) 351-5076). A 'Return to cart' link and a 'Continue to payment' button are at the bottom of this section. On the right, the cart summary lists two items: 'Coaching Youth Cheerleading-2nd Edition: The AYC Way' for \$249.50 USD and 'Coaching Youth Football-3rd Edition: The AYF Way' for \$374.25 USD. Below the items is a 'Gift card or discount code' field containing 'AYF25' and an 'Apply' button. A red arrow points from the 'AYF25' code to the 'Apply' button. The total amount is shown as 'USD \$623.75 USD'. Another red arrow points from the 'Continue to payment' button to the 'Apply' button.

Enter your contact information. Then enter the discount code AYF25 in the “Gift card or discount code” field and click the “Apply” tab. This will apply the 5% discount (for purchases of 25-49 courses). Next, click the “Continue to payment” tab. If you are purchasing 50-99 courses, enter the discount code AYF50 to apply a 10% discount. See the opening slide of this tutorial for more information on quantity discounts.



HUMAN KINETICS
An Employee-Owned Company

[Cart](#) > [Information](#) > [Payment](#)

Contactmarka@hkusa.comChange

Billing1607 N Market St, Champaign IL 61820, United StatesChange

Payment

All transactions are secure and encrypted.

Credit card

Card number

Name on card


Expiration date (MM / YY)

Security code

< Return to information

Pay now


10



Coaching Youth Cheerleading-2nd Edition: The AYC Way
Online course

~~\$249.50 USD~~
\$237.02 USD

15




Coaching Youth Football-3rd Edition: The AYF Way
Online course

~~\$374.25 USD~~
\$355.55 USD

Gift card or discount code

Apply

 AYF25 X

Subtotal


\$592.57 USD

Total


USD \$592.57 USD

Notice the discount has been applied to your cart. Enter your credit card information on this screen and click “Pay now.”

16



HUMAN KINETICS
An Employee-Owned Company



Order US2849
Thank you Mark!


Your order is confirmed
You'll receive a confirmation email with your order number shortly.

Customer information

Contact information

marka@hkusa.com

Payment method


 ending with 1 - \$592.57 USD

Billing address


Mark Allemand
1607 N Market St
Champaign IL 61820
United States
(217) 351-5076

Need help? [Contact us](#)

[Continue shopping](#)



10 Coaching Youth Cheerleading-2nd Edition: The AVC Way
Online course
AVF 25 COURSES (-\$12.48 USD)
\$237.02 USD



15 Coaching Youth Football-3rd Edition: The AVF Way
Online course
AVF 25 COURSES (-\$18.70 USD)
\$355.55 USD

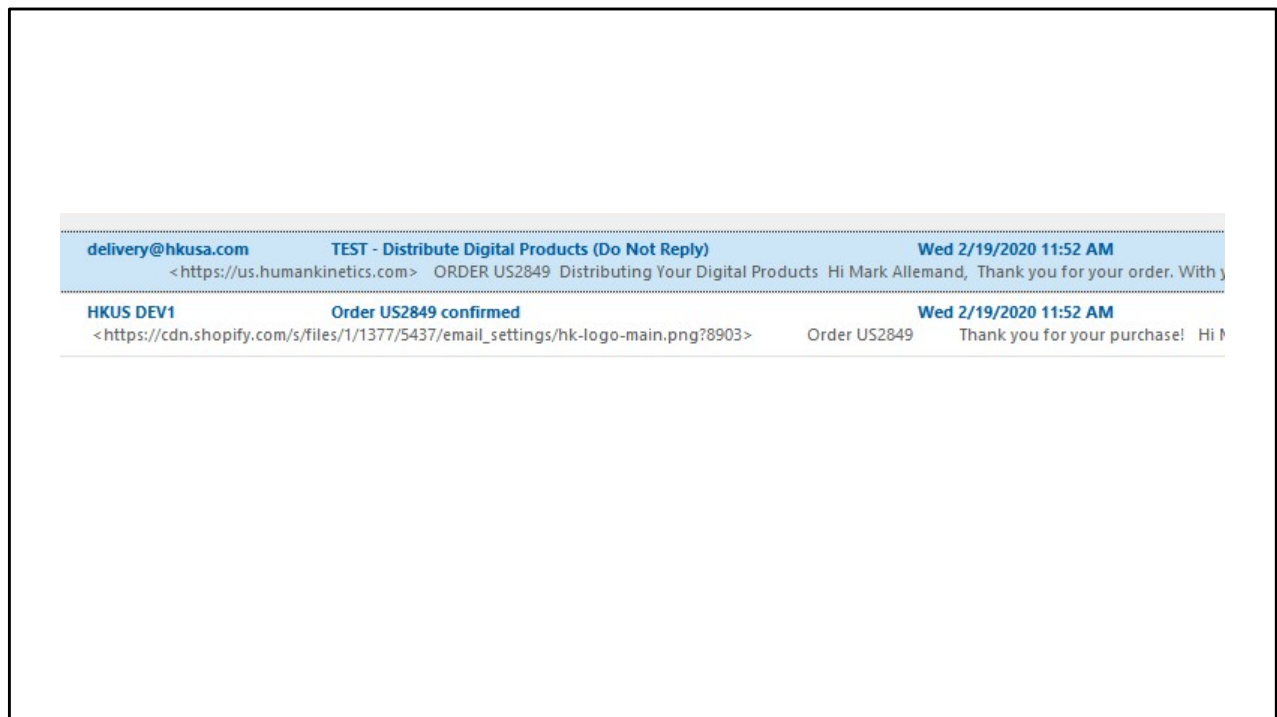
Subtotal

\$592.57 USD

Total

USD **\$592.57 USD**

This is the order confirmation screen. Print this screen for your records. You will also be sent an order confirmation email. In addition, you'll receive a second email containing instructions on how to distribute your online courses.



This shows how the order confirmation and course-access emails appear in your inbox (yours may look different than this). To distribute your courses, open the email “Distribute Digital Products (Do Not Reply).”



HUMAN KINETICS
An Employee-Owned Company
ORDER US2849

Distributing Your Digital Products

Hi Mark Allemand,

Thank you for your order. With your bulk purchase of digital products, you now have an inventory of digital products that you can assign to other people. [Click here](#) to access your inventory and for instructions on distributing your digital products.

If you have any questions about your order, contact us at customersupport@hkusa.com

Get special offers and the latest news on subjects you care about.

[Sign up for newsletters](#)

This screen shows the content of the email. Refer to the “AYF bulk course distribution process” tutorial for step-by-step instructions on how to assign courses to coaches.